

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Aug 2022

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	ВВН	STB	9.2		7.7	1
2	2	Ogilvy	Ministry of Law Singapore, Singtel/Singapore Telecom	4.8		4.8	24
3	3	Havas Worldwide	Banking Circle Group, Land Transport Authority Project	3.5		3.5	11
4	4	DDB	Tourism Client	3.1		3.1	12
5	5	R/GA	Earth 2 (Drone)	2.3		2.3	5
6	7	VMLY&R	Peranakan Museum Project, Scoot	2.0		2.0	3
7	6	Leo Burnett	SingTel social media and content marketing	1.7		1.7	2
8	8	McCann WorldGroup	RS Components Project	0.7		0.7	4
9	9	Wunderman Thompson	Government Client	0.5		0.5	3
10	10	Blak Labs	Aviva	0.5		0.5	1
11	11	Dentsu	Sustenir Group Pte. Ltd. Project	0.3		0.3	9
12	12	Publicis.Sapient	Financial Client	0.3		0.3	1
13	13	VCCP	Deliveroo	0.3		0.3	1
14	14	Isobar	FWD Group Project	0.3		0.3	2
15	15	Digitas	Becton, Dickinson and Company	0.2		0.2	1
16	16	Prodigious	Singapore Tourism Board	0.2		0.2	1
17	17	Publicis Worldwide	Diageo	0.2		0.2	1
18	18	BBDO	Ania notel, American rounster, Guiinness Project, Brown Brothers Project	0.1		0.1	4
					2022(Jan-Aug)	28.7	86
					2021(Jan-Aug)	65.4	279
					YoY Comparison:	-56.2%	-69.2%

YoY Comparison: -56.2% -69.2%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Aug 2022

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	Zenith	L'Oreal, Singapore Tourism Board	6.9		6.9	5
2	-	Publicis Media	PepsiCo	1.0		1.0	1
3	2	Wavemaker	Mondelez	1.6	ESPRIT	1.0	6
4	3	dentsu X	Blizzard Entertainment, Inc.	0.8		0.8	7
5	4	Mindshare	Resorts World Sentosa, Jones Lang LaSalle (JLL) Project,	1.5	PepsiCo	0.5	6
6	5	Havas Media	Urban Home, Urban Company Integrated and Performance media	0.2		0.2	2
7	6	Starcom	MCI	0.2		0.2	1
8	7	PHD	Scoot	0.3		0.2	1
9	8	OMD	NCS	0.1		0.1	2
10	9	Initiative	ESPRIT	0.2		0.1	2
11	-	M/SIX	CBRE	0.01		0.01	1
					2022(Jan-Aug)	10.2	35
					2021(Jan-Aug)	4.3	50
					YoY Comparison:	137.8%	-30.0%
					2022 Creative & Media (Jan-Aug)	38.9	121
					2021 Creative & Media (Jan-Aug)	69.7	329
					YoY Comparison:	-44.2%	-63.2%

METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by multinational agencies on a monthly basis to R3. In addition, this data supplied is balanced against Client Estimates, Nielsen ADEX, discounted to appropriate levels and then converted to a revenue estimate. R3 strives to be accurate in all reporting, but welcomes comments and questions. Please write to greg@rthree.com or visit www.rthree.com for more information or to download a soft copy. R3 is the leading independent consultancy focused on tracking of agency performance, and Apr keting R0I.

2